Consumer Retail Pricing Comparison

Location - Ashtabula, OH (Zip Code 44004)			SUMMARY								
Per company websites as of May 15, 2013			Monthly			Plan Details					
Customer Type	Carrier	Plan	Phone Cost 16 GB iPhone 5	Activation Fee	Total Cost Before Tax & Fees	Effective Cost Over 24 months Before tax & fees	Montly Fee Voice & Text	Minutes	Text Messages	Data Allowance / Monthly Fee	Contract
Single Line with Contract	Alltel (Allied/ATNI)	Best Value Unlimited (Individual)	\$149.99	\$0	\$75.00	\$1,950	\$45.00	unlimited	unlimited	2GB / \$30	2 year
	<u>Verizon</u>	Share Everything Plan (Single)	\$199.99	\$35	\$100	\$2,635	\$40.00	unlimited	unlimited	2GB / \$60 (1)	2 year
	<u>Sprint</u>	Simply Everything (Individual)	\$99.99	\$36	\$109.99	\$2,776	\$109.99	unlimited	unlimited	unlimited (incl. in monthly fee)	2 year
	AT&T	AT&T Individual Plan	\$199.99	\$36	\$109.99	\$2,876	\$69.99	unlimited	unlimited	3GB / \$30	2 year
	<u>T-mobile</u>	Simple Choice Plan (Individual)	\$629.99 (2)	\$0	N/A (3)	N/A (3)	\$60.00	unlimited	unlimited	3G & 4G Not Available	No
Family Share Plan (2 Lines)	Alltel (Allied/ATNI)	Best Value Unlimited (Family)	\$299.98	\$0	\$145	\$3,780	\$85 for 2 lines	unlimited	unlimited	4 GB / \$60	2 year
	<u>Verizon</u>	Share Everything Plan	\$399.98	\$70	\$150	\$4,070	\$40 per line	unlimited	unlimited	4GB shared / \$70 (1)	2 year
	AT&T	AT&T Family Plan	\$399.98	\$72	\$150	\$4,072	\$30 per line	unlimited	unlimited	4 GB / \$70	2 year
	Sprint	Simply Everything (Family)	\$199.98	\$72	\$210	\$5,312	\$209.98 for 2 lines	unlimited	unlimited	unlimited (incl. in monthly fee)	2 year
	<u>T-mobile</u>	Simple Choice Plan (Family)	\$1,259.98 (2)	\$0	N/A (3)	N/A (3)	\$100 for 2 lines	unlimited	unlimited	3G & 4G Not Available	No

Notes:

Verizon Recommends 2 GB of data for single lines and 4 GB of data for an account with 2 smart phones per their website (2013-May-15); 2 GB included for all single line plans and 4 GB included for all Family Plans, except for T-Mobile which does not have 3G or 4G service in this county. (1)

T-Mobile require a contract for its service plan and the price for the iPhone 5 is \$149.99 + \$20 per month for 24 months which is an effective cost of \$629.99. T-Mobile is listed as NA due to their website showing no 3G or 4G in this county. (2)

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